

Rep Order#	6832077	Ver#	2	Status	Returned
EC'd	Yes				

Traffic Order# 104412

Status Returned

Printed:

Printed: 07/18/2012 2:37 PM

2 of 5

Last Received: 07/12/2012 4:06 PM

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .HELLER FOR SENATE
Product HELLER FOR SENATE

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Estimate#
Buyer

Agency C/P1/P2/E
Flight Dates
Hiatus Weeks

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	W-F	10A-11A	Buyline Comment: TODAY III	:30	\$200.00	09/05-09/07	3	1	3	\$600.00	
	10	M-TU	10A-11A	Buyline Comment: TODAY III	:30	\$200.00	09/10-09/11	2	1	2	\$400.00	
	11	M-TU	12P-1230P	Buyline Comment: NEWS	:30	\$275.00	09/10-09/11	2	1	2	\$550.00	
	12	W-F	12P-1230P	Buyline Comment: NEWS	:30	\$275.00	09/05-09/07	3	1	3	\$825.00	
	13	W-F	3P-4P	Buyline Comment: PHIL	:30	\$300.00	09/05-09/07	3	1	3	\$900.00	
	14	M-TU	3P-4P	Buyline Comment: PHIL	:30	\$300.00	09/10-09/11	2	1	2	\$600.00	
	15	M-TU	4P-430P	Buyline Comment: NEWS	:30	\$350.00	09/10-09/11	2	1	2	\$700.00	
	16	W-F	4P-430P	Buyline Comment: NEWS	:30	\$350.00	09/05-09/07	3	1	3	\$1,050.00	
	*17	W-F	430P-5P	Buyline Comment: NEWS Station Remark: V2 1X NA 9/5 DT NFL	:30	\$450.00	09/05-09/07	3	1	3	\$1,350.00	
	18	M-TU	430P-5P	Buyline Comment: NEWS	:30	\$450.00	09/10-09/11	2	1	2	\$900.00	
	19	M-TU	5P-630P	Buyline Comment: NEWS	:30	\$725.00	09/10-09/11	4	1	4	\$2,900.00	

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () HELLER FOR SENATE
 Product HELLER FOR SENATE
 Estimate#
 Buyer NEIL WILLIAMS
 Phone#
 Fax#

Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 09/05/2012 - 09/11/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	30	SA	6A-7A	NEWS	:30	\$200.00	09/08-09/08	1	1	1	\$200.00	
				Buyline Comment: NEWS								
	31	SA	5P-630P	NEWS	:30	\$350.00	09/08-09/08	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	32	SU	7A-8A	SUN TODAY	:30	\$625.00	09/09-09/09	1	1	1	\$625.00	
				Buyline Comment: SUN TODAY								
	33	SU	515P-830P	SNFL	:30	\$8,000.00	09/09-09/09	1	1	1	\$8,000.00	
				Buyline Comment: SNFL								
	34	SU	1130P-12A	SPORTS NIGHT	:30	\$200.00	09/09-09/09	1	1	1	\$200.00	
				Buyline Comment: SPORTS NIGHT								

--REPORT TOTALS--

Report Totals: 78 / \$43,625.00

--SALES MONTHLY TOTALS--

Sep 12: 78 / \$43,625.00
 Sales Totals: 78 / \$43,625.00
 Station Totals: 78 / \$43,625.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$150,431	CATV 0%	KBLR 0%	KINC 0%	KLAS 26%	KSNV 29%
		KTNV 18%	KTUD 1%	KVCW 1%	KVMY 1%	KVVU 24%
		XXXX 0%				

--COMPETITIVE COMMENTS--

NEW ORDER
 EST SHARES

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Books NOV12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE